

ERROL
FLYNN BARBARA
STANWYCK



"CRY WOLF"



WARNER BROS. PRESSBOOK

ESSENTIAL INFORMATION

This is **THE STORY** *(Not for Publication)*

At the Caldwell family's luxurious country estate, Sandra Demarest (Barbara Stanwyck) informs distinguished scientist Mark Caldwell (Errol Flynn) that she is entitled to a widow's share of the fortune left by Caldwell's nephew, Jim (Richard Basehart). She explains she married Jim secretly five months ago, agreeing to divorce him after six months, to help Jim get control of his fortune which, otherwise, would be held in trust by Mark until Jim reached the age of 30.

That night Jim's young sister Julie (Geraldine Brooks) quarrels with Mark, accusing him of ruining her current romance. Jim is buried and Sandra, to please Julie, agrees to stay on for a short time.

During the night, Sandra and Julie hear a man's screams issuing from Mark's locked laboratory and are convinced that it's Jim, alive and imprisoned. Next morning Mark chides Julie for her "imagination" in this matter.

Another night Sandra hears a loud crash and a woman's shrill shriek. Investigating, she finds Julie lying dead on the stone terrace below her bedroom window. Mark explains that Julie must have been running away and guesses that she lost her footing and fell to her death below. Sandra openly accuses Mark of having caused Julie's death.

Mark prepares to close the house following Julie's funeral but Sandra is desperately determined to find out whether Jim is dead or alive before she leaves. She takes a last ride on horseback over the extensive estate and discovers Jim, alive, held prisoner on a remote part of the estate. He is confused and mumbles something about "staying here with the caretaker" (John Ridgely) to recover from the "accident." News of Julie's death stirs him back to life and they plan his escape.

Back at the house, Sandra finds Mark alone, the servants gone. When she confronts him with the fact that Jim is alive, he explains as follows: the father of Jim and Julie died in a sanitarium, incurably insane; the taint touched both children. Jim, following an accident, had grown excessively violent and had killed a man. Mark was able to have Jim committed into his care, provided Jim was rigidly confined for life. At that moment Sandra, terrified, watches as Jim crawls up stealthily behind Mark.

In one leap, Jim attacks and knocks him out. Sandra runs into the house and up the big stairway but Jim catches her and begins to choke her. At that moment, the caretaker overtakes Jim from behind and they engage in a fierce struggle during which Jim falls backward over the balustrade and crashes to his death in the big hall below. Sandra, terribly shaken, is hysterical but Mark, recovered now, consoles her tenderly. It is apparent that they are in love and now they are free to admit it.

This is **THE CAST**

Mark Caldwell	ERROL FLYNN
Sandra Marshall	BARBARA STANWYCK
Julie Demarest	Geraldine Brooks
James Demarest	Richard Basehart
Senator Caldwell	Jerome Cowan
Jackson Laidell	John Ridgely
Angela	Patricia White
Becket	Rory Mallinson
Marta	Helene Thimig
Davenport	Paul Stanton
Roberts (Groom)	Berry Bernard

This is **THE PRODUCTION STAFF**

Produced by Henry Blanke. Directed by Peter Godfrey. Screen Play by Catherine Turney; From the Novel by Marjorie Carleton. Director of Photography, Carl Guthrie, A.S.C. Art Director, Carl Jules Weyl. Film Editor, Folmar Blangsted. Sound by Charles Lang. Dialogue Director, Felix Jacoves. Set Decorations by Jack McConaghy. Makeup Artist, Perc Westmore. Special Effects by William McGann. Director—Robert Burks, A.S.C. Wardrobe by Travilla; Miss Stanwyck's Wardrobe by Edith Head. Music by Franz Waxman; Orchestral Arrangements by Leonid Raab; Musical Director, Leo F. Forbstein. Assistant Director, Claude Archer.

RUNNING TIME: 83 mins.

(Advance General Feature)

Errol Flynn, Barbara Stanwyck Teamed in Warners' 'Cry Wolf'

Two of filmdom's leading romantic stars are thrillingly together for the first time in their notable screen careers in "Cry Wolf," Warner Bros.' forthcoming drama of adventure and romance that opens at the Strand Theatre Friday. They are Errol Flynn, dashing star of memorable action films like "Robin Hood" and "Captain Blood," and Barbara Stanwyck, whose consistently outstanding portrayals in both drama and comedy have made her one of the most sought-after feminine stars in Hollywood today.

Both stars have appeared often in the past in pictures on the Warner lot, where Flynn has been under contract ever since he came to this country more than ten years ago and, when mail started coming in from the fans asking that the two be paired, Executive Producer Jack L. Warner lent an ear and soon found the right vehicle in "Cry Wolf," Marjorie Carleton's popular novel of suspense. The result is a highly adventurous screenplay, adapted by Catherine Turney, with overtones of mystery and ro-

mance.

Like the novel, Warners' screen version of "Cry Wolf" tells the story of Sandra Demarest (Barbara Stanwyck) whose young husband, Jim (Richard Basehart) is believed dead. When Sandra arrives at the family's vast and mysterious Massachusetts country estate, she is greeted with open hostility by Jim's uncle Mark (Errol Flynn), lone executor and guardian of Jim's trust. The eerie dangers which both face throughout the film provide a suspenseful background against

which the stars play out their deeply moving romance.

The competent supporting cast includes, besides those mentioned above, screen newcomer Geraldine Brooks who plays the important role of Jim's oversensitive and highly suggestible young sister; Jerome Cowan as Flynn's righteously respectable brother; and John Ridgely as a brooding caretaker.

Directed by Peter Godfrey, "Cry Wolf" was produced for Warners by Henry Blanke. Franz Waxman contributed the film's original music.



Still No. EF 477

DASHING ERROL FLYNN plays one of the most interesting roles of his career in "Cry Wolf," Warner Bros. adventure-drama coming Friday to the Strand. Barbara Stanwyck is his co-star.
MAT No. 2A



Still No. BS 410

LOVELY BARBARA STANWYCK is co-starred with Errol Flynn in Warners' "Cry Wolf," an action drama with overtones of mystery and romance, which opens a week's engagement at the Strand.
MAT No. 2B

(Prepared Review)

'Cry Wolf' Combines Adventure, Romance in Thrilling Fashion

Warner Bros.' screen version of Marjorie Carleton's popular novel, "Cry Wolf," which opened last night at the Strand Theatre, proves to be a highly rewarding motion picture experience. Besides the superlative performances turned in by Errol Flynn and Barbara Stanwyck in this, their initial co-starring venture, the picture boasts a remarkably lively pace set down under the able direction of Peter Godfrey in the film's exciting opening sequence and artfully maintained throughout, right up to the crashing climax.

The story, essentially a modern parallel to the fable of the shepherd's boy who cried "Wolf," in jest, too often to be believed when he was eventually faced with actual danger, details the progressive difficulties met with and overcome by Sandra Demarest (Barbara Stanwyck)

from the moment she determines to put in a claim for a widow's share in the vast estate left by her late husband, Jim (Richard Basehart). At Jim's familial home in Massachusetts, Sandra meets and comes to grips with Jim's uncle Mark (Errol Flynn), openly and violently hostile; and further establishes the reality of the terror that exists in the home for Jim's sensitive young sister Julie (Geraldine Brooks). Only Julie's cruel and untimely death and an eventual attempt upon her own life convince Sandra that she has, like the boy in the fable, cried falsely and too often over a non-existent danger. How she meets the real danger and escapes at last by a mere hair's breadth makes for a rousing climax guaranteed to shatter the stoutest nerves.

Substantial credit is due the

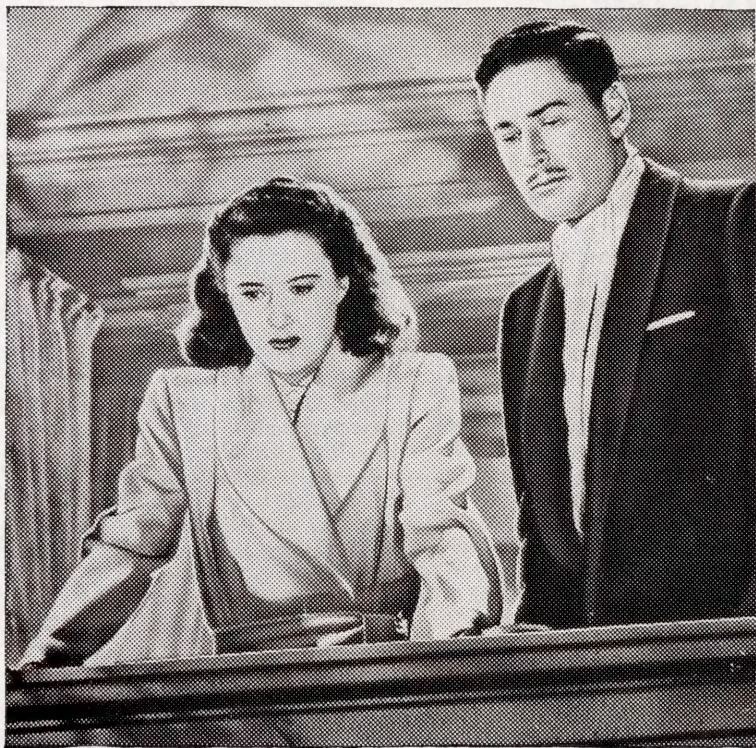
film's co-stars for their persuasive handling of difficult roles which would present an impossible challenge to any but the most accomplished performers. Staunch followers of Flynn and Miss Stanwyck alike will thrill anew to their favorite stars in what will undoubtedly prove to be their most memorable roles. Particularly will Errol Flynn astound and delight his fans by his adroit ease in a role that leans heavily on proper projection of a character who must, at various points in the film, swerve the audience's sympathy first in one direction, then another. Only a deft and totally credible performance can achieve the necessary shift in sympathy which Flynn arrives at so effortlessly.

Also noteworthy in the small but excellent company of supporting players, are screen new-

comers Geraldine Brooks and Richard Basehart, who show extraordinary ability in their respective roles; and Jerome Cowan, as Flynn's prim and proper senatorial brother; Helene Thimig as a housekeeper of rare moods and abilities; and John Ridgely as the brooding caretaker of the estate whose outstanding talent for fisticuffs eventually resolves the film's hard-hitting climax.

The well conceived and aptly executed screenplay was written by Catherine Turney for producer Henry Blanke, who spared neither cost nor talent to achieve an outstanding picture. Franz Waxman wins special mention for his eerily perfect, and perfectly eerie, "suspense" music that sounds the keynote of doom from the film's arresting opening sequence to the equally interesting ending.

FLYNN-STANWYCK TEAM



Still No. 666-72

ERROL FLYNN and BARBARA STANWYCK look down from a balcony of the old mansion in a scene from "Cry Wolf," the Warner Bros. adventure drama now playing at the Strand Theatre.

MAT No. 2D

(Advance Reader)

**FLYNN COMING
IN 'CRY WOLF'**

Warner Bros.' "Cry Wolf," forthcoming romantic melodrama starring Errol Flynn and Barbara Stanwyck, begins a local engagement Friday at the Strand Theatre. Others prominent in the competent supporting cast include two screen newcomers, Geraldine Brooks and Richard Basehart, as well as Jerome Cowan, John Ridgely, Patricia White, Rory Mallinson and many more.

The screenplay by Catherine Turney, based on Marjorie Carleton's widely read novel, "Cry Wolf," was directed by Peter Godfrey for producer Henry Blanke, with original music by Franz Waxman.

(Opening Day)

**STRAND OPENS
'CRY WOLF'**

Errol Flynn and Barbara Stanwyck share stellar billing in Warner Bros.' "Cry Wolf," new drama of love and suspense, which opens tonight at the Strand Theatre. An excellent company of supporting players includes screen newcomers Geraldine Brooks and Richard Basehart, as well as veteran performers Jerome Cowan, John Ridgely and Helen Thimig.

Produced by Henry Blanke, "Cry Wolf" was adapted for the screen by Catherine Turney from Marjorie Carleton's novel of the same name and was directed by Peter Godfrey. Franz Waxman contributed the original music.

(Geraldine Brooks Reader)

Starlet Also an 'Angel'

Twenty-year-old Geraldine Brooks, who plays an important featured role in Warner Bros.' forthcoming "Cry Wolf," is a very modest young lady.

Geraldine, a member of the Theatre Guild on Broadway before Warner Bros. signed her for pictures, quickly endeared herself to the "Cry Wolf" studio crew but modestly wondered if

it was personal popularity or the fact that she owns 5% of the stage hit, "Oklahoma." It seems that, as part owner, (albeit a fractional one) Geraldine is an excellent source for tickets to the perpetually sold-out show.

"Cry Wolf," which co-stars Errol Flynn and Barbara Stanwyck, opens Friday at the Strand.

**Errol Flynn Sets Up
Fund for Sea Study**

On a recent cruise through Mexican waters aboard his yacht, *The Zaca*, Errol Flynn, who is currently co-starring with Barbara Stanwyck in Warners' "Cry Wolf," at the Strand, became interested in the study of certain rare specimens of marine life. The star now hopes to set up a fund for further research in the field and promises more details about it soon.

**Opportunity Knocks
Thrice for Stanwyck**

If it were true that opportunity knocks but once, Barbara Stanwyck would not currently be co-starring opposite Errol Flynn in Warner Bros.' exciting new film drama, "Cry Wolf," now at the Strand. Two separate opportunities fell through before the actress, on a third chance, won her first screen assignment in a picture entitled "The Locked Door."

(Errol Flynn Feature)

**Flynn Fights in Film
But in Different Way**

Errol Flynn, who usually does battle on the screen with the florid aid of sword or gun, in elaborate costume befitting the particular period portrayed, does a brand new switch in Warner Bros.' "Cry Wolf," currently at the Strand Theatre. And although the star is still stalwartly meeting danger head-on, it should be noted that he is now engaged in a new kind of combat which he tackles in a remarkably different manner.

In the first place, in "Cry Wolf," the Warner drama in which he co-stars with Barbara Stanwyck, Flynn is dressed in contemporary civilian clothes for his role as a leading scientist and guardian of a contested estate. The film's action takes place in a vast Massachusetts country estate replete with stately old mansion, stables, outlying cottages and rolling hills. At night, unseen terror abounds. Mysterious sounds are heard and death stalks the broad halls.

Miss Stanwyck who, against

her will, falls in love with the dashing Flynn, believes him part and parcel of all the strange happenings and inasmuch as he cannot reveal the truth, he is under suspicion throughout most of the film. How he fights a blind fight against an overpowering enemy and eventually emerges victorious to claim the love of Miss Stanwyck, forms the basis of one of the most exciting melodramas to come from Hollywood in a long while.

In addition to the two stars, "Cry Wolf" boasts an excellent company of players, including screen newcomers Geraldine Brooks and Richard Basehart, and veteran actors Jerome Cowan, John Ridgely, Helene Thimig and many more.

Based on Marjorie Carleton's novel of the same name, "Cry Wolf" was adapted for the screen by Catherine Turney. Peter Godfrey directed for producer Henry Blanke. The film's original music was composed by Franz Waxman.

(Richard Basehart Feature)

Red Ants Harass Actor

When screen newcomer Richard Basehart went before a motion picture camera for the first time in Warners' "Cry Wolf," he had to play a love scene with Barbara Stanwyck, who co-stars in the film opposite Errol Flynn. The script called for the pair to confront each other in a sylvan glade. Action began as they leaned against a live oak tree, transported from its home in the hills to a Warner Bros. sound stage, for that purpose.

When the scene was completed, seasoned trouper Barbara Stanwyck addressed Basehart solicitously. "Were you nervous?" she inquired.

"I certainly was — and am," the young man replied. "I feel as if I have something crawling all over me."

Miss Stanwyck looked — and gasped. "You have!" she exclaimed. "Ants!"

The ants, it developed, had come with the tree.

Richard Basehart is the young man who, as a star of the Broadway stage, was signed by Warner Bros. from his role of Lachlan McLachlan in "The Hasty Heart."

Dick hails from Zanesville, Ohio. First reporter, then radio announcer and surveyor, he had, nevertheless a yen for the stage. On the spur of the moment, he drove all night for try-outs at the Hedgerow Theatre in Philadelphia, was accepted and stayed for four years before his debut on Broadway.

There he played in "Counter-attack," "Hickory Stick," and "Othello."

DRAMA ON STRAND SCREEN



Still No. 666-6

BARBARA STANWYCK and Richard Basehart in a tense moment from "Cry Wolf," the Warner Bros. adventure drama coming Friday to the Strand. Basehart is a Hollywood newcomer in his first role.

MAT No. 2E

(Errol Flynn Feature)

'Hollywood My Home,' Says Irish Star Flynn

"Hollywood is my home, and nothing can ever take me away from it—except the sea."

That is the way Errol Flynn feels about the film city he once likened to "just another kind of gold mine" only perhaps a little richer than the one he discovered in New Guinea a few years ago.

The sea has won temporarily. The last bit of film from his most recent picture for Warner Bros., "Cry Wolf," which comes Friday to the Strand, wasn't dry when he sailed out of Santa Monica harbor, on his way down the California coast to Central America aboard his 118-foot, two-masted schooner, the Zaca. But he'll be back.

"Not that I'm ungrateful for all that Hollywood has given me," he used to explain when he talked about the future. "But it's too good to last indefinitely. And I'll be damned if I'll hang around when I've finished."

"No sir, when I feel that I'm through, I'll be on my way with-

out regrets. I'm not sure what I'll do, but I'll have a boat and I'll guarantee you I won't be on the verge of bankruptcy. Maybe I'll just sail around for the rest of my life, stopping whenever and wherever the mood strikes me. It's a big world and there's lots of parts of it I haven't seen yet."

The Irish actor has put down roots since he talked like this. His home on Mulholland Drive has an air of permanence. He is taking his acting stints more seriously than ever before. And the Zaca, he says, was "bought for work," and not vagabonding pleasure cruises.

Recently his father, Dr. T. Thomson-Flynn, in collaboration with Prof. Carl L. Hubbs of Scripps Oceanography Institute at La Jolla, conducted an investigation of various forms of marine life. Errol took background footage for his projected feature film, "Treasure in Yucatan."

Hollywood isn't tired of Errol Flynn, and he isn't tired of it.

(Barbara Stanwyck Reader)

Only 'Cut!' Saves Stanwyck

Barbara Stanwyck sported a fine pair of black and blue marks above the elbow of each arm as a reminder of a dramatic film scene she played with screen newcomer Richard Basehart, who apparently doesn't know his own strength.

The film in question was Warner Bros.' "Cry Wolf," the Errol Flynn-Barbara Stanwyck co-starring vehicle now at the Strand. The sequence being "shot" called for Basehart to hold the actress in a vise-like grip while she struggled to make her escape.

Basehart followed directions exactly.

The actress spoke her lines with great feeling. "Stop it!" she moaned. "You're hurting me!" She struggled in vain to free herself.

Basehart held on until director Peter Godfrey yelled, "Cut!" Only then did he release her. With great admiration, he remarked, "You certainly sounded as if you meant that, Barbara."

"I did," the star assured him. By early afternoon Miss Stanwyck showed her bruises to prove it.

When last heard from, Basehart was still apologizing to the bruised but glamorous star.

"CRY WOLF" STAR PAIR



Still No. 666-515

ERROL FLYNN and BARBARA STANWYCK are the new star love team in "Cry Wolf," Warner Bros. film coming Friday to the Strand. Flynn is a member of a wealthy family and the guardian of its estate which is being contested by Miss Stanwyck. The mysterious happenings at the lonely country estate where the action of the film takes place, form an exciting backdrop for their screen romance.

MAT No. 2C

DRAMA NOW AT STRAND



Still No. 666-49

BARBARA STANWYCK and Geraldine Brooks in a key scene from "Cry Wolf," the Warner Bros. adventure drama in which she stars with Errol Flynn, and now playing at the Strand Theatre. The story of a wealthy family and the battle over a trust fund, the action of "Cry Wolf" takes place on a country estate, with plenty of mystery, action and romance throughout the film.

MAT No. 2F

(Flynn-Stanwyck Feature)

Flynn Has to Rough Up Femme Star in 'Cry Wolf'

It happened during the filming of Warners' "Cry Wolf," now playing at the Strand. The scene: the attic laboratory of scientist Errol Flynn.

Flynn is half hidden behind a door. Barbara Stanwyck, his attractive co-star, climbs the ladder to the roof and shinnies up its slope to a glass skylight. The cameras start turning.

Miss Stanwyck hangs by her hands from the frame of the sky-light, then drops to the couch below. She regains her balance as Flynn comes menacingly near.

"I've been waiting for you," he tells her quietly.

She jumps up, tries to escape through the door. He blocks it with his bulk.

"I want to find Jim." Because she is cornered, she has gained the courage to defy him.

"Do you think he has risen from the dead?" Flynn sneers.

"I don't know what you've done with Jim—but I do know what happened to Julie," she continues. "You may not have killed her with your own hands, but you drove her to her death."

"She was running away. She slipped, climbing down the trelis." Flynn's manner is that of a man repeating a well-worn story.

"There is something you should know," Barbara flings the phrase at him. "Everything she said about hearing voices—screams—a man crying out—I know is true, because I heard it, too."

"I see." He is obviously shaken. "And what use are you going to make of this knowledge?"

She is watching his face. She does not answer.

He grabs her wrists.

"Answer me!" he shouts.

His hands move from her wrists to her throat. He pushes her roughly toward the opposite wall, tightening his grip. She hits the wall with a thud.

"Cut!" director Peter Godfrey calls out.

Barbara Stanwyck realistically gasps for breath and feels at her throat.

"Couldn't he cut?" she inquires of Godfrey. "An ear-to-ear job with a good sharp knife would be a lot less painful!"

(Flynn-Stanwyck Reader)

Errol Turns Other Cheek

During the filming of Warner Bros.' hit drama, "Cry Wolf," now at the Strand, film star Errol Flynn learned at first hand that no good comes of trying to please everyone. It happened this way:

For one particularly dramatic sequence, Barbara Stanwyck, who co-stars opposite Flynn in the suspense film, was supposed to slap him resoundingly. Director Peter Godfrey, offering last-minute directions for the scene, admonished the actress as follows:

"Really let him have it the first time, Barbara, and we won't have to make a lot of takes."

"Okay," she agreed.

"Roll 'em," said Godfrey.

Miss Stanwyck braced herself,

drew back her arm and let go with a terrific right to Flynn's cheek.

Flynn's head snapped from the impact. He put his hand to his stinging cheek and groaned, "Ooh, what a wallop!"

"Good," said Godfrey. "How about you, Carl?"

"Okay for me," said cameraman Carl Guthrie.

Godfrey turned next to soundman Chuck Lang. "Sounded like a paper bag being popped," said he. "Miss Stanwyck must have cupped her hand too much."

"Okay—we'll have to do it again," called Godfrey. "And we'll just keep doing it," he added, as Flynn grimaced overtly, "until everyone's satisfied—or Flynn is black and blue!"



Still No. EF-478

ERROL FLYNN plays the male lead in Warner Bros.' "Cry Wolf" which comes to the Strand Friday for a week's engagement. **MAT No. 1E**

Geraldine Brooks

Impersonated Katie

Geraldine Brooks, the talented young Broadway actress who plays an important featured role in Warner Bros.' "Cry Wolf," the Errol Flynn-Barbara Stanwyck starring film now at the Strand, learned her impersonation of Katherine Hepburn from an authority on the subject—Katherine Hepburn herself. That both teacher and pupil were well matched in ability was later proved by the acclaim with which Geraldine was greeted when she performed her impersonation so successfully in "Follow The Girls." Miss Hepburn taught Geraldine to imitate her while the star was entertaining at New York's Stage Door Canteen and Geraldine was acting as a junior hostess. The two are considered to look much alike, exclusive of the impersonation.

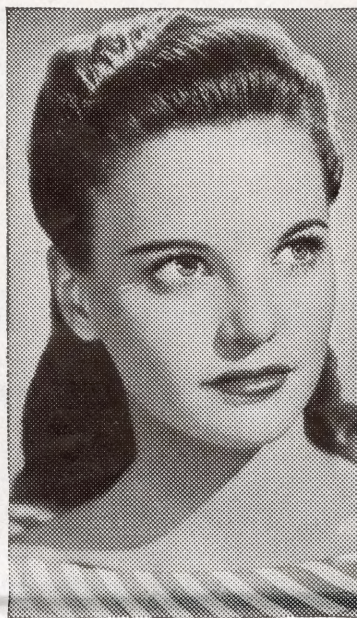
Following her initial Broadway success, Miss Brooks was signed by Warner Bros. and was quickly cast in two pictures, "Possessed" and "Cry Wolf." In the latter she plays Julie, youngest member of the strange Demarest household.

(Geraldine Brooks Readers)

YOUNG ACTRESS FROM STAGE IN 'CRY WOLF'

Geraldine Brooks, the young Broadway actress who won tremendous critical acclaim for her performance in the Theatre Guild's production of "The Winter's Tale," and who was subsequently signed by Warner Bros. for an important dramatic role in that studio's forthcoming "Cry Wolf," is an angel. This is a matter of fact, incidentally, and not solely an editorial opinion. To be exact, the twenty-year-old actress owns five percent of the musical hit, "Oklahoma." Her interest was a present from father Jimmie Stroock, New York theatrical costumer.

"Cry Wolf," in which the talented youngster plays an important featured role, stars Errol Flynn and Barbara Stanwyck and opens at the Strand Theatre Friday.



Still No. G-B-3

LOVELY NEWCOMER from the Broadway stage is Geraldine Brooks, who plays the leading supporting role in "Cry Wolf," the Warner Bros. adventure drama starring Errol Flynn and Barbara Stanwyck coming to the Strand on Friday.

MAT No. 1G

(Richard Basehart Readers)

SARTORIAL WHIZ WEARS SLACKS IN INITIAL ROLE

Richard Basehart is the name of the young man whose good fortune it is to make his screen debut as Barbara Stanwyck's bridegroom in Warner Bros.' "Cry Wolf," opening Friday at the Strand. There is, however, one slight hitch to his good fortune. Although the part is "showy" from the point of view of acting ability, sartorially speaking it is quite another story. In fact, young Basehart is called upon to meet his screen-going public for the first time in nothing more elaborate than a pair of old flannel slacks and a sweat shirt. But the astute Warner Bros. ingeniously make it appear as if he is the owner of a wardrobe more elaborate than those of the picture's co-stars, Errol Flynn and Barbara Stanwyck, combined.

The paradox arose during the filming of "Cry Wolf," when search was conducted for a way to establish his character and personality, as well as his past life, before he actually appears in the picture. The problem is solved by the camera accompanying Barbara Stanwyck's glance into a six-foot long closet packed solidly with Basehart's business and sports suits, riding clothes, and formal attire.

Flynn and Basehart

Fight Fast For Girl

Although Errol Flynn and screen newcomer Richard Basehart fight for the hand of Barbara Stanwyck in Warner Bros.' current drama at the Strand, "Cry Wolf," actually the two men appear together in only one scene in the entire picture. Even in this scene, "together" is hardly descriptive, as Basehart no sooner makes his entrance than he knocks Flynn cold before the star has time to speak. The scene that follows, played by Miss Stanwyck and Basehart, takes place with Flynn lying unconscious on the floor.

"Cry Wolf" marks Basehart's first screen appearance.

(Barbara Stanwyck Readers)

MISS STANWYCK IN 5-FOR-1 KISSING SCENE

Five kisses for the price of one await alert moviegoers who visit the Strand these days where Warner Bros.' "Cry Wolf," the Errol Flynn-Barbara Stanwyck starring film, is now playing.

In the suspenseful story of love and terror, Errol Flynn gets to kiss his lovely co-star only once in the entire picture. To give full value, therefore, director Peter Godfrey had the kiss photographed in a variety of ways, totalling five in all. They are as follows: a long shot; a very close close-up, centering on the kiss; a close-up from the right, centering on Flynn; a close-up from the left, centering on Miss Stanwyck; and an overhead shot of the tops of both their heads.



Still No. 666-511

STARRING PAIR of "Cry Wolf," Warner Bros. adventure drama now at the Strand, consists of Errol Flynn and Barbara Stanwyck. The action of the gripping film takes place on a country estate.

MAT No. 1F



Still No. BS 410

BARBARA STANWYCK plays the feminine starring role opposite Errol Flynn in Warner Bros.' "Cry Wolf," an adventure-drama with much mystery and romance. The film opens a week's engagement on Friday at the Strand Theatre.

MAT No. 1D

Star Wears Own Ring For 'Cry Wolf' Scene

The wedding ring Barbara Stanwyck wears in Warner Bros.' "Cry Wolf," in which she currently co-stars opposite Errol Flynn at the Strand, is her own property. The star explains that, while she does not subscribe to the superstition that it's bad luck to remove one's wedding ring, nevertheless she believes no good will come from wearing any except the one husband Bob Taylor presented to her.

The ring is a narrow yellow gold band, inset with tiny, square-cut rubies designed by husband Bob himself.

First Scene Longest

For 'Cry Wolf' Stars

Barbara Stanwyck and Errol Flynn set new records for themselves in the first scene the duo play together in their initial co-starring picture, Warner Bros.' "Cry Wolf," now at the Strand. Each star learned seven full pages of dialogue for the scene, the longest sequence either has ever been called upon to commit to memory for any one take.

PRODUCTION READERS AND SHORTS

Not 'Nature'-al

The old truism that nature isn't always sufficiently natural-looking was particularly applicable to the trouble encountered during the filming of country scenes for Warner Bros.' "Cry Wolf," the Errol Flynn-Barbara Stanwyck starring picture that comes to the Strand on Friday.



Mat No. 1A

Errol Flynn

Advance tests of the deep green, oak-covered hills at Providence Ranch, where the scenes were to be filmed, revealed that the even tone of grass, underbrush and trees appeared on film as a perfect but painted-looking backdrop. Director Peter Godfrey therefore ordered transplanting of five truck loads of golden privet to that area, thereby achieving a more varied and natural-looking countryside.

"Cry Wolf" was adapted from the novel by Marjorie Carleton.

Queen B's Chair

Director Peter Godfrey had Barbara Stanwyck's set chair redecorated especially for her just before filming began on Warners' "Cry Wolf," the romantic drama in which the actress is currently co-starring opposite Errol Flynn at the Strand.

The set chair is now white with a maroon canvas seat and back. The whimsical designation of "Queen 'B'" replaces the erstwhile, and more prosaic, "Miss Stanwyck."

Won 'Variety' Vote

Richard Basehart, who is currently making his screen debut in an important featured role in Warner Bros.' "Cry Wolf," the Errol Flynn-Barbara Stanwyck starring film now at the Strand, was voted the most promising young actor of the year in *Variety's* annual poll as a result of his outstanding performance last season in the Broadway production of "The Hasty Heart."

Basehart came to Broadway from a Philadelphia stock company, the Hedgerow Theatre.

Crack Riders Idle

The two most expert horsemen on the "Cry Wolf" set during the picture's filming rode nothing more spirited than the camera truck, while Errol Flynn and Barbara Stanwyck, the film's co-stars, and newcomer Geraldine Brooks, who plays an important featured role in the drama, had to gallop their horses for days over the Providence hills.

Director Peter Godfrey's first job, at the age of 15, was with a circus. His particular assignment included leaping onto horses' backs, and riding them, in a standing position, as they galloped around the ring.

Monte Blue, who plays the part of the gatekeeper in "Cry Wolf," was once a driver in the chariot races for Ringling Bros. Circus, and later was graduated into the daring category of standing bareback-rider.



Mat No. 1B

Barbara Stanwyck

No Talking Scene

In its first week of production, Warners' "Cry Wolf," the Errol Flynn-Barbara Stanwyck starring film now at the Strand, set what is probably the longest shooting record of continued silence in a talking picture since the coming of sound film more than twenty years ago. Not one word of dialogue was spoken throughout the entire week of shooting.

The action thus filmed takes place, supposedly, in the wooded hill country of Massachusetts, on a wild, stormy day. Geraldine Brooks, talented young screen newcomer, is seen riding a black horse at break-neck pace, jumping hedges and bushes, then racing a car along a narrow dirt road. Recognizing the passengers in the car, the actress spurs her horse into a gallop and goes off in the opposite direction to hide in the tall brush cloaking the trunks of the great oak trees. On screen, the entire week's shooting transpires in a matter of a few minutes, but it turns out to be one of the most effective sequences of the film, immediately establishing its mood.

Now Respectable

Jerome Cowan made his fame and fortune playing screen villains from the time he originally came to Hollywood from the Broadway stage, back in 1936, to do comedy. Currently, however, Cowan is, at long last, playing the enviable role of an upstanding citizen and Senator, brother to Errol Flynn, in Warner Bros.' "Cry Wolf," now at the Strand.



Mat No. 1C

Jerome Cowan

The suspense-drama, which co-stars Errol Flynn and Barbara Stanwyck, also offers prominent supporting roles to two Broadway stage recruits, Geraldine Brooks, formerly of the Theatre Guild, and Richard Basehart, who won critical acclaim as the young Scotsman in "The Hasty Heart."

Cowan appeared recently in another Barbara Stanwyck starring film, "My Reputation."

THE HOWL IN THE NIGHT IS THE VOICE OF DANGER!

ERROL
FLYNN

BARBARA
STANWYCK

**HIS FIRST MIS-STEP
WILL BE HIS LAST MISTAKE!**

**IF SHE WEREN'T SO IN LOVE
SHE'D BE SO AFRAID!**

WARNER BROS. present

"CRY WOLF"

with that rising young star
GERALDINE BROOKS

Directed by **Peter Godfrey**
Screen Play by Catherine Turney • From the Novel by Marjorie Carleton • Music by Franz Waxman

Produced by **Henry Blanke**



Mat 402—4 cols. x 9¼ inches (620 lines)

(Also available in three-column size. See page 12.)

TERROR AND TERRIFIC TENSION..IN A MANSION OF MYSTERY!

**FIGHTING
IN THE DARK
FOR A SECRET
REASON HE
COULDN'T
REVEAL!**

ERROL FLYNN
BARBARA
STANWYCK
in
WARNER BROS.
**"CRY
WOLF"**

**THRILLING
TO HIS
KISSES
WHILE HER
HEART WAS
FILLED WITH
FEAR!**

with that rising young star
GERALDINE BROOKS

Directed by Peter Godfrey Produced by Henry Blanke
Screen Play by Catherine Turney • From the Novel by
Marjorie Carleton • Music by Franz Waxman

Mat 401—4 cols. x 8 inches (444 lines)

(Also available in three-column size. See page 12.)

**THRILLINGLY TEAMED
IN A HIT THAT
TEEMS WITH
THRILLS**

ERROL FLYNN
and **BARBARA
STANWYCK**
WARNER BROS. present
"CRY WOLF"

THE HOWL IN THE NIGHT IS THE VOICE OF DANGER!

with that rising young star
GERALDINE BROOKS

Directed by Peter Godfrey Produced by Henry Blanke
Screen Play by Catherine Turney • From the Novel by
Marjorie Carleton • Music by Franz Waxman

Mat 203—2 cols. x 5 inches (138 lines)

**IT'S
ERROL
FLYNN**

For Adventure!

**IT'S
BARBARA
STANWYCK**

For Excitement!

IT'S WARNER BROS.
**"CRY
WOLF"**

For Thrills!

with that
rising young
star
GERALDINE BROOKS

Directed by Peter Godfrey Produced by Henry Blanke
Screen Play by Catherine Turney • From the Novel by
Marjorie Carleton • Music by Franz Waxman

Mat 102—1 col. x 4¾ inches (69 lines)

They don't dare take their eyes off each other...

**YOU
DON'T
DARE
TAKE YOUR
EYES OFF
THE SCREEN!**

Two Against Terror in a Mansion of Mystery!

**ERROL BARBARA
FLYNN STANWYCK**

By all odds, the greatest odds
he ever went up against!

If she weren't so in love
— she'd be so afraid!

WARNER BROS. present

"CRY WOLF"

THE HOWL IN THE NIGHT IS THE VOICE OF DANGER!

with that rising young star
GERALDINE BROOKS

Directed by **Peter Godfrey** Produced by **Henry Blanke**
Screen Play by Catherine Turney • From the Novel by
Marjorie Carleton • Music by Franz Waxman



Mat 403—4 cols. x 11 inches (620 lines)

(Also available in three-column size. See page 11.)

**ERROL BARBARA
FLYNN STANWYCK** **WARNER BROS. present
"CRY WOLF"**

with that rising young star
GERALDINE BROOKS

Directed by **Peter Godfrey** Produced by **Henry Blanke**
Screen Play by Catherine Turney • From the Novel by
Marjorie Carleton • Music by Franz Waxman



Mat 201—2 cols. x 1 1/2 inches (44 lines)

Two against terror...

IN A MANSION OF MYSTERY!!

...Menace stalks

these halls...

Danger leaps from

the shadows...

And every man's

turned back

is a target!

**ERROL
FLYNN**

By all odds, the greatest odds he ever went up against!

**BARBARA
STANWYCK**

If she weren't so in love—she'd be so afraid!

in

WARNER BROS.

**"CRY
WOLF"**

All the million thrills
of the best-seller read
by millions

with that rising young star
GERALDINE BROOKS

Directed by **Peter Godfrey** Produced by **Henry Blanke**
Screen Play by **Catherine Turney** • From the Novel by
Marjorie Carleton • Music by **Franz Waxman**



Mat 304—3 cols. x 11 inches (465 lines)

(Also available in two-column size. See page 13.)

**BREATHLESS
EXCITEMENT!**

ERROL FLYNN

**BREATHLESS
THRILLS!!**

**BARBARA
STANWYCK**

in **WARNER BROS.**
**"CRY
WOLF"**

WITH
GERALDINE BROOKS

Directed by **Peter Godfrey**

Screen Play by **Catherine Turney** • From the Novel by
Marjorie Carleton • Music by **Franz Waxman**

Produced by **Henry Blanke**



Mat 103—I col. x 5¼ inches (74 lines)

Danger every minute!

**ERROL
FLYNN
BARBARA
STANWYCK**

Thrills all the way!

**"CRY
WOLF"**

Warner Bros. Smash!

with that rising young star
GERALDINE BROOKS

Directed by **Peter Godfrey**

Screen Play by **Catherine Turney** • From the Novel by
Marjorie Carleton • Music by **Franz Waxman**

Produced by **Henry Blanke**

Mat 105—I col. x 7¾ inches (109 lines)

ERROL FLYNN
BARBARA STANWYCK

IN DEADLY DANGER FOR A SECRET REASON!

TEEMING WITH TERROR AND SCREAMING SUSPENSE!

WARNER BROS. present
"CRY WOLF"

with **GERALDINE BROOKS**

Directed by **Peter Godfrey** Produced by **Henry Blanke**

Screen Play by Catherine Turney • From the Novel by Marjorie Carleton • Music by Franz Waxman

Mat 106—1 col. x 8½ inches (118 lines)

They don't dare take their eyes off each other...

YOU DON'T DARE TAKE YOUR EYES OFF THE SCREEN!

Two Against Terror in a Mansion of Mystery!

ERROL FLYNN BARBARA STANWYCK

By all odds, the greatest odds he ever went up against! If she weren't so in love — she'd be so afraid!

WARNER BROS. present
"CRY WOLF"

THE HOWL IN THE NIGHT IS THE VOICE OF DANGER!

with that rising young star
GERALDINE BROOKS

Directed by **Peter Godfrey** Produced by **Henry Blanke**

Screen Play by Catherine Turney • From the Novel by Marjorie Carleton • Music by Franz Waxman

Mat 303—3 cols. x 8¼ inches (345 lines)

(Also available in four-column size. See page 9.)

Terror! And Terrific Suspense!

THE ADVENTURE OF HIS LIFE!

THE LOVE OF HER LIFE!

ERROL FLYNN and BARBARA STANWYCK

IN WARNER BROS.'
"CRY WOLF"

THE HOWL IN THE NIGHT IS THE VOICE OF DANGER!

with that rising young star
GERALDINE BROOKS

Directed by **Peter Godfrey** Produced by **Henry Blanke**

Screen Play by Catherine Turney • From the Novel by Marjorie Carleton • Music by Franz Waxman

Mat 204—2 cols. x 5 inches (138 lines)

THRILLS! THRILLS! THRILLS!

Mat 101 →

ERROL FLYNN
BARBARA STANWYCK

WARNER BROS. present
"CRY WOLF"

with **GERALDINE BROOKS**

Directed by **Peter Godfrey** Produced by **Henry Blanke**

Screen Play by Catherine Turney • From the Novel by Marjorie Carleton • Music by Franz Waxman

1 col. x 2¼ inches (30 lines)

ERROL FLYNN
BARBARA STANWYCK

IN WARNER BROS.'
"CRY WOLF"

with that rising young star
GERALDINE BROOKS

Directed by **Peter Godfrey** Produced by **Henry Blanke**

Screen Play by Catherine Turney • From the Novel by Marjorie Carleton • Music by Franz Waxman

1 col. x 1¾ inches (25 lines)

Both Ads
on
One Mat

THE HOWL IN THE NIGHT IS THE VOICE OF DANGER!

ERROL FLYNN BARBARA STANWYCK

HIS FIRST MIS-STEP
WILL BE HIS LAST MISTAKE!

IF SHE WEREN'T SO IN LOVE
SHE'D BE SO AFRAID!

WARNER BROS. present

"CRY WOLF"

with that rising young star
GERALDINE BROOKS

Directed by Peter Godfrey
Screen Play by Catherine Turney • From the Novel by Marjorie Carleton • Music by Franz Waxman
Produced by Henry Blanke

WB

Mat 302—3 cols. x 7 inches (291 lines)

Also available in four-column size. See page 7.)

TERROR AND TERRIFIC TENSION..IN A MANSION OF MYSTERY!

ERROL FLYNN BARBARA STANWYCK

"CRY WOLF"

in WARNER BROS.

with that rising young star
GERALDINE BROOKS

Directed by Peter Godfrey
Screen Play by Catherine Turney • From the Novel by Marjorie Carleton • Music by Franz Waxman
Produced by Henry Blanke

WB

FIGHTING IN THE DARK FOR A SECRET REASON HE COULDN'T REVEAL!

THRILLING TO HIS KISSES WHILE HER HEART WAS FILLED WITH FEAR!

Mat 301—3 cols. x 6 inches (252 lines)

(Also available in four-column size. See page 8.)

FIGHTING IN THE DARK—FOR A DANGEROUS REASON HE CAN'T REVEAL!!

ERROL FLYNN BARBARA STANWYCK

His Adventure of Adventures!
Her Thrill of Thrills!

"CRY WOLF"

WARNER BROS. present

with GERALDINE BROOKS

Directed by Peter Godfrey
Screen Play by Catherine Turney • From the Novel by Marjorie Carleton • Music by Franz Waxman
Produced by Henry Blanke

WB

Tops the excitement of the top-flight best-seller!

Mat 107—I col. x 10¾ inches (150 lines)

**TERROR AND
TERRIFIC TENSION!**



WARNER BROS. present
**"CRY
WOLF"**
with GERALDINE BROOKS
Directed by Peter Godfrey
Screen Play by Catherine Turney • From the Novel by
Marjorie Carleton • Music by Franz Waxman
Produced by Henry Blanke

Mat 104—1 col. x 6 inches (84 lines)

Two against terror...
IN A MANSION OF MYSTERY!!



**ERROL
FLYNN**
By all odds, the greatest odds he ever went up against!
**BARBARA
STANWYCK**
If she weren't so in love—she'd be so afraid!
in
**WARNER BROS.
"CRY
WOLF"**

with that rising young star
GERALDINE BROOKS
Directed by Peter Godfrey Produced by Henry Blanke
Screen Play by Catherine Turney • From the Novel by
Marjorie Carleton • Music by Franz Waxman

Mat 205—2 cols. x 7½ inches (208 lines)

(Also available in three-column size. See page 10.)



with that rising young star
GERALDINE BROOKS
Directed by Peter Godfrey Produced by Henry Blanke
Screen Play by Catherine Turney • From the Novel by
Marjorie Carleton • Music by Franz Waxman
Mat 206—2 cols. x 10½ inches (290 lines)

THE HOWL IN THE NIGHT IS THE VOICE OF DANGER!



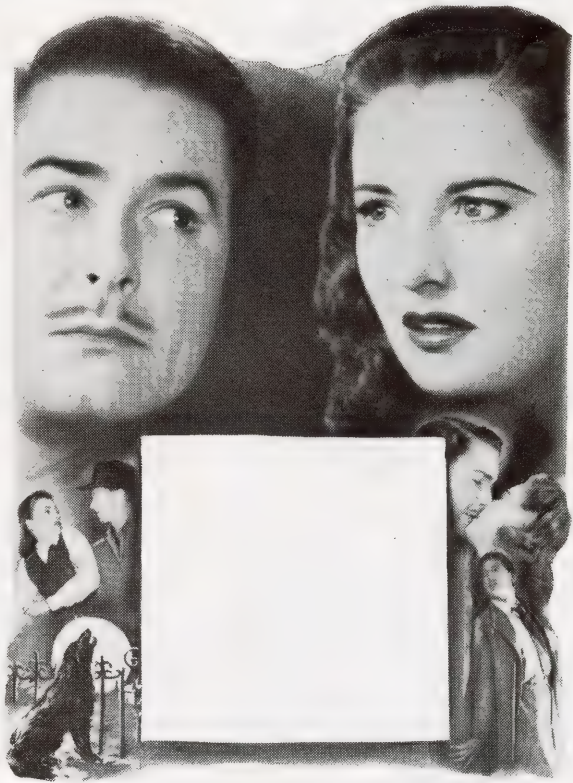
WARNER BROS. present
"CRY WOLF"

with that rising young star
GERALDINE BROOKS
Directed by Peter Godfrey Produced by Henry Blanke
Screen Play by Catherine Turney • From the Novel by
Marjorie Carleton • Music by Franz Waxman

Mat 202—2 cols. x 3 inches (84 lines)



666—Art 'A'



666—Art 'B'



666—Art 'C'



666—Art 'D'



666—Art 'E'



666—Art 'F'

Official Billing

WARNER BROS. 50%
Pictures, Inc., Presents 5%

Errol Flynn—Barbara Stanwyck 100%

in "CRY WOLF" 100%

With that rising young Star
GERALDINE BROOKS 40%

* * *
Directed by Peter Godfrey 25%

* * *
Screen Play by Catherine Turney 3%
From the Novel by Marjorie Carleton 2%

* * *
Music by Franz Waxman 3%

* * *
Produced by Henry Blanke 25%

* * *
A Warner Bros.-First National Picture 5%

Latest Vitaphone Hits

"ZERO GIRL" . . . a gala ice show with a host of skating stars. One of the most novel and beautiful films to come along in a long while.
3606 . . . Melody Masters Band—10 mins.

"SO YOU'RE GOING ON A VACATION" . . . Vacation time is laugh time. Joe McDoakes steps out from behind the eight ball to go on a camping trip. A delightful satire on modern vacationing.
3406 . . . Joe McDoakes Comedy—10 mins.

"THE SNEEZING WEASEL" . . . a laugh-a-second cartoon. The hilarious story of a villainous weasel and his efforts to capture a number of chicks makes for fast-paced and exciting entertainment.
3309 . . . Technicolor Cartoon—7 mins.

"PEST IN THE HOUSE" . . . more of the hilarious antics of Daffy Duck. Daffy Duck, a bellhop, is assigned to look after the

comfort of a tired hotel guest who demands peace and quiet. Elmer Fudd is the hotel clerk and the fall guy in this hysterical cartoon treat.

3703 . . . Technicolor Cartoon—7 mins.

"HOLLYWOOD WONDERLAND" . . . a grand Technicolor tour of modern movie-making. Set to the tune of a musical sight-seeing tour, the camera captures a great variety of scenes of Warner Bros.' features and shorts in the making.

3006 . . . Technicolor Special—20 mins.

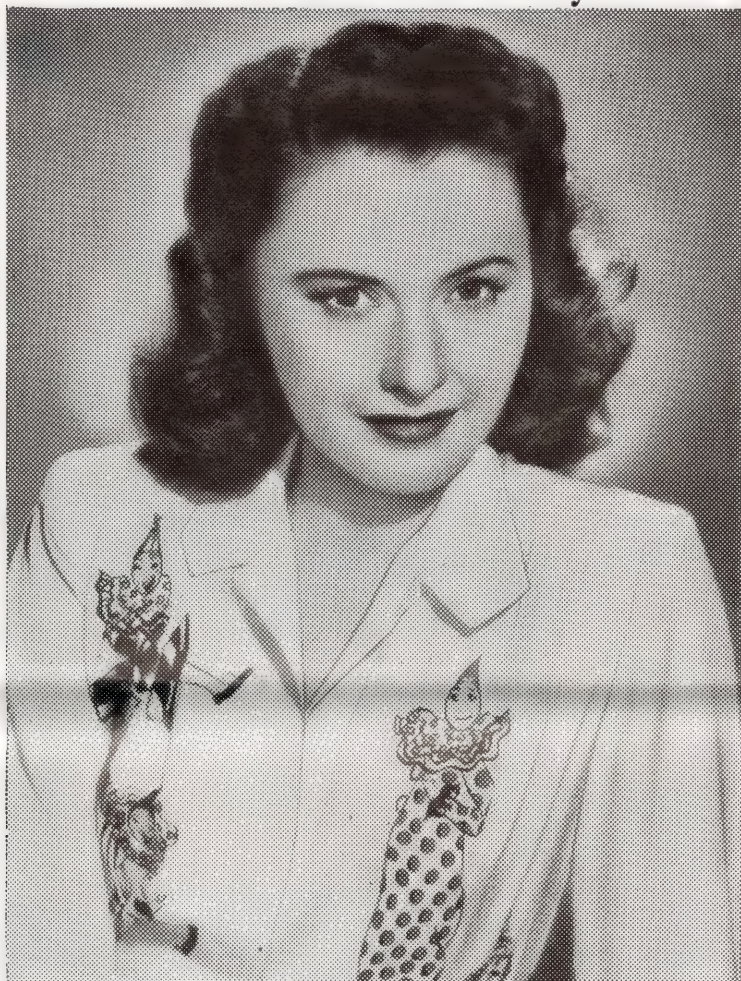
"SPORTSMAN'S PLAYGROUND" . . . play-time in the bright gleaming Caribbean. Picturesque Puerto Rico and the nearby Virgin Islands are the setting for many exciting sports moments in this spectacular short.

3511 . . . Sports Parade in Technicolor—10 mins.

Fashions

Requests keep pouring in daily for fashion art and mats — one of the most popular of newspaper features! Are you taking advantage of this important service?

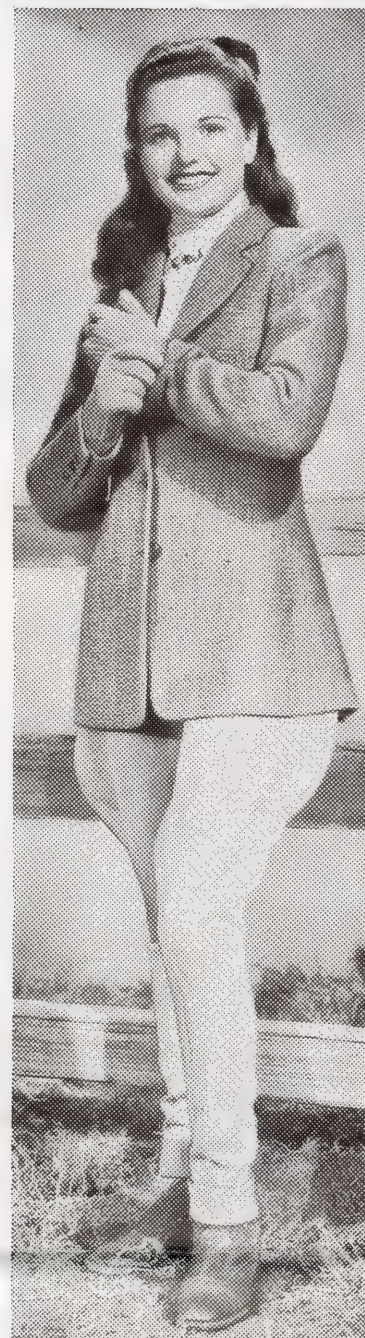
Paintbrush Whimsy



Mat 666-201X

GAILY CAVORTING CLOWNS, hand-painted in bright primary colors and crowned with sequined ruffs and caps, dance cheerfully across the bosom of the tailored white silk blouse worn here by Barbara Stanwyck, lovely star of Warner Bros.' current film hit, "Cry Wolf".

HOLLYWOOD
Dress Parade
by
GEORGIA COOPER

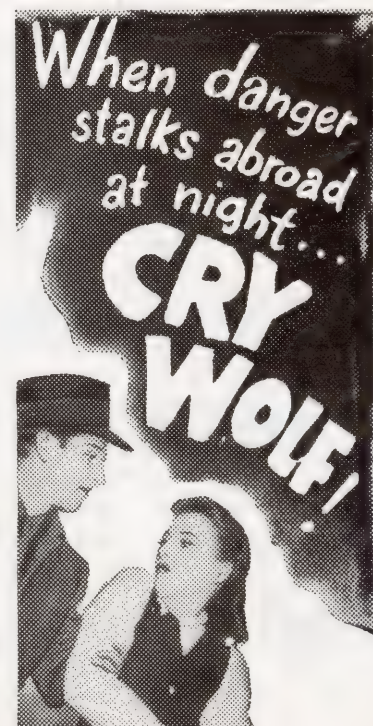
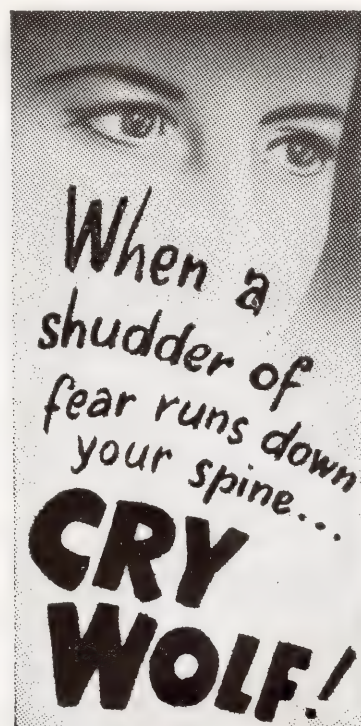
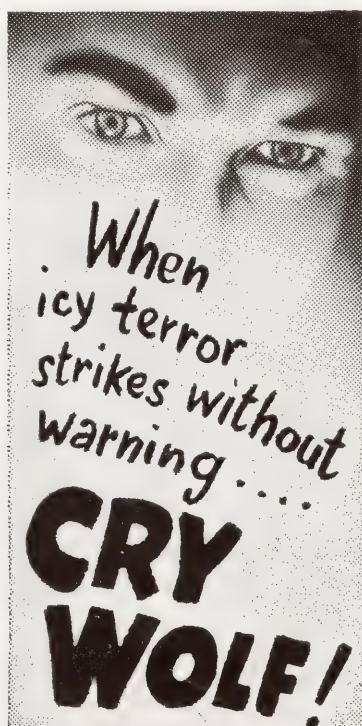


Mat 666-101X

Grace and comfort are equally emphasized in the attractive riding togs worn here by Geraldine Brooks, pert young screen newcomer who is currently featured in Warner Bros.' exciting film drama, "Cry Wolf". The brown and beige rough-spun jacket and beige cavalry twill breeches are cut generously for action. Yellow stock and beige string gloves complete the outfit.

THREE DAY TEASER CAMPAIGN

Order mat
666-301X from
Warner Bros.
Campaign Plan
Editor, 321 W. 44th St.,
New York 18, N. Y.

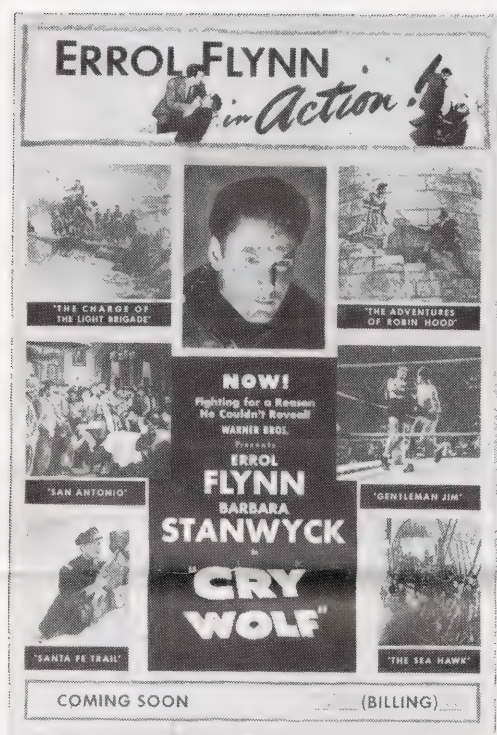


Shout "CRY WOLF" in your Lobby!

An effective lobby cut-out display is made from blowing up three stills, those of Flynn and Stanwyck being cut out and placed in front of the backdrop which consists of the eerie mansion and moon with copy. Windows in the house are cut out and illuminated by flasher light from the rear, while pale green spotlight in front lights up entire display. Title at top and copy panel in front complete the setup.



Order "Cry Wolf Lobby Display Stills (Set of 3) from Warner Bros.' Campaign Plan Editor, 321 W. 44th St., New York 18, N.Y.



Order set of "Flynn Action Stills" from Warner Bros. Campaign Plan Editor, 321 West 44th St., New York 18, N.Y.



40 x 60 FLYNN ACTION BOARD

Selling Errol Flynn as an action star is this 40x60 display made up of stills from his former pictures. Panel in center carries "Cry Wolf" copy.

SILHOUETTE LOBBY STANDEE

Try this lobby idea early. Blow up profile clinch shot of Errol Flynn and Barbara Stanwyck (Still No. 666-516 from your branch set), cut out, mount on compo board and cover with black paper, giving overall effect of old-fashioned profile silhouette in black (illustrated here). Run suggested copy and set up a small ballot box close by. A week in advance of opening, uncover the clinch still and snipe in stars' names over "Together" line.

"Cry Wolf" takes its title from this famous Aesop's fable:

THE SHEPHERD'S BOY

One day, just for excitement, a shepherd's boy called out "Wolf, Wolf!" and the villagers came out to help him. He laughed with delight. A few days afterward he tried the same trick, and again they came to his help. Again he laughed. Shortly after this a Wolf actually came, but this time the villagers thought the boy was deceiving them again and nobody came to his help.

Use this as the basis of a 1-day newspaper contest, reprinting this fable and Aesop's moral, as follows: "A liar will not be believed, even when he speaks the truth."

Run following fables with moral answers at end scrambled. Contestants are asked to apply correct moral to fable.

FABLES

- 1) THE FOX & THE GRAPES. A hungry Fox tried to steal some grapes, ripe and juicy, which hung too high for his reach. He jumped for the lowest branch but the grapes remained just out of reach. He jumped and jumped. Finally he slunk away, grumbling: Who wants them anyway? The grapes are sour!

- 2) THE EAGLE & THE ARROW. Once a Hunter took aim with his Arrow at an Eagle. The Arrow sped true to the mark, and the Eagle fell to the ground. As he fell, he saw that the Arrow was winged with some of his own feathers. Ah, said the dying Eagle: How doubly sharp a wound is this!
- 3) THE MOLE & HER MOTHER. Said a young Mole to her Mother: Mother, I can see. So in order to try her, her mother put an onion before her and asked what it was. A stone, said the Young One. Oh, my child! said the Mole. Not only are you blind, but you cannot even smell.
- 4) THE CREAKING WHEELS. Some Oxen were dragging a heavy wagon along the road, and the Wheels of the wagon were creaking mightily. Fool of a Wagon! said the driver, Why do you creak and complain, when those who pull all the weight do not?
- 5) THE MOUNTAIN IN LABOR. Once a great Mountain was rumbling and groaning and people came from far and wide to watch, for it was said that the Mountain was going to give birth to a Hill; or an Ocean; or a Monstrous Animal. But after all this wonderful rumbling, the Mountain labored and brought forth only a Mouse!

ANSWERS (Correct Order)

- 1) It is easy to despise what you cannot get.
- 2) We often give our enemies the means of our own destruction.
- 3) Brag, and you betray yourself.
- 4) Those who cry loudest are not always the most hurt.
- 5) Much outcry, little outcome.

ONE-DAY NEWSPAPER CONTEST BASED ON FABLES

2

FREE!!!

SPOT ANNOUNCEMENTS FOR YOUR AIR CAMPAIGN ON THIS PICTURE

One 45-second Spot Announcement and one 10-second Station Break, each allowing time for live announcement of theatre and date.

(BOTH ON ONE RECORD)

Write to your local
WARNER EXCHANGE

**HOW
TO GET
YOURS**

IMPORTANT: Your request must be accompanied by the following information: name of theatre; station on which recordings will be aired; station from which you ordinarily purchase time; how many times Announcement and Break will be used. If recordings are requested on behalf of a circuit, indicate the theatres to be covered by these recordings.

also
FREE!!!

A 5-Minute transcription of a Hollywood Interview with Geraldine Brooks, exciting new screen personality, offering an interesting glimpse into her background. In addition, there are direct plugs for Errol Flynn and Barbara Stanwyck and a good commercial wind-up.

IMPORTANT! Your request must be accompanied by name of radio station and program on which this transcription will be used.

WRITE TO: Warner Bros.' Campaign Plan Editor, 321 W. 44th St., New York 18, N. Y.

TWO RADIO QUIZ SHOW IDEAS

Flynn Fan-Fare Contest

Arrange, via local radio show, to choose 10 most devoted Flynn fans. Winners are those who can name the biggest number of past Errol Flynn films. In case of tie, selections are made on the basis of the best accompanying letters of no more than 50-words stating why contestant wants to see Errol Flynn in "Cry Wolf."

Complete List (not in order)

Captain Blood	Virginia City
The Charge of the Light Brigade	The Sea Hawk
Green Light	Santa Fe Trail
Perfect Specimen	Dive Bomber
The Adventures of Robin Hood	Gentleman Jim
Dodge City	Objective, Burma
They Died With Their Boots On	San Antonio
Uncertain Glory	Dawn Patrol
Northern Pursuit	The Sisters
Thank Your Lucky Stars	Four's A Crowd
Edge of Darkness	The Prince and the Pauper
Desperate Journey	Don't Bet on Blondes
Footsteps in the Dark	Another Dawn
The Private Lives of Elizabeth and Essex	
The Case of the Curious Bride	

Fact-A-Day Star Quiz

Tie in with local quiz show to feature one clue daily for 5 consecutive days giving listeners 5 different vital facts about Barbara Stanwyck. The first 10 persons who write in and identify the star properly at the end of the 5th day's broadcast win guest seats to "Cry Wolf." Here are five suggested clues:

- (1) I was born in Brooklyn but by the time I was 16, I had wandered as far as Broadway, where I made my professional debut in a musical revue. (NOTE for Quizmaster only: The star was in the chorus of the revue on the Strand roof).
- (2) In physical appearance, I strive to be the natural type rather than glamorous. I stand 5'5", weigh 115 pounds, have deep blue eyes and brown hair which I wear simply, at shoulder length.
- (3) I am married to a famous Hollywood star with whom I co-starred in one picture. (She is, in real life, Mrs. Robert Taylor. They co-starred in "This Is My Affair" in 1937).
- (4) The name I use professionally is not my real name. My real name is Ruby Stevens.
- (5) I have made my reputation in roles of every description—tough, tender, comedy, drama. In my latest picture, I co-star opposite Errol Flynn.

BANTAM BOOK TIE-UP

CONTACT:

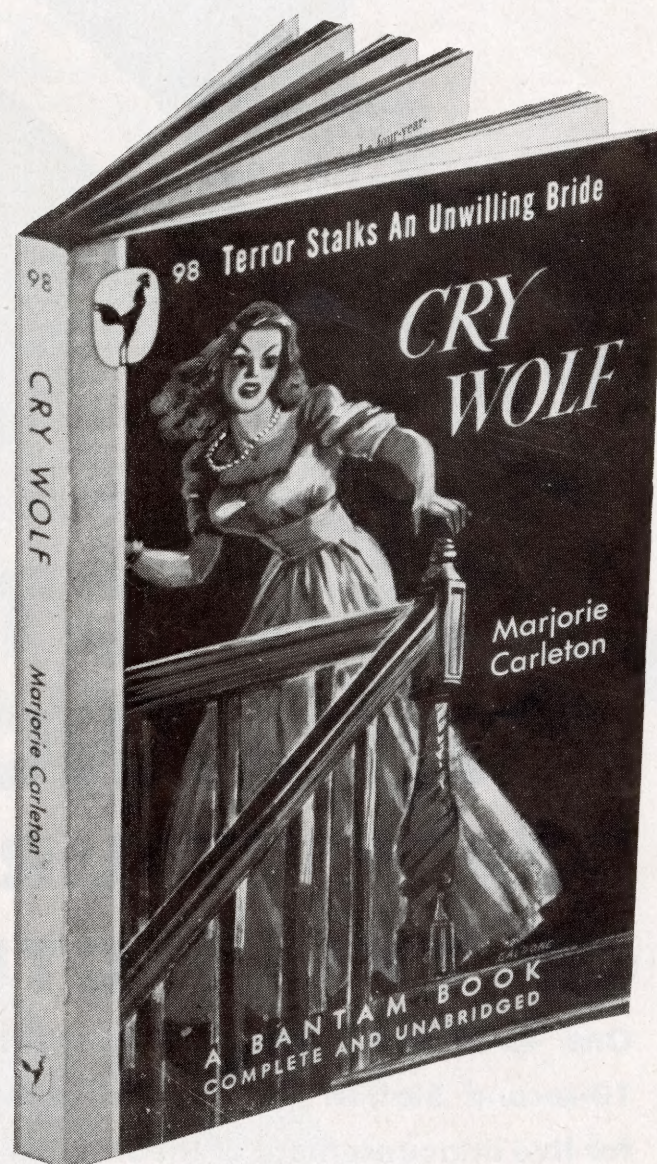
Curtis Circulation Co. (local representative)

or

Regular Magazine Wholesale Distributor for free posters and counter cards described below:

Shown at right is the popular Bantam Book reprint edition of "Cry Wolf," nationally distributed through bookstores and newsstands. Below (left) is a 2-color, 22"x28" counter display card and (below, right) a 27½"x39½" truck poster, available free, in limited quantities, on request, for local read-the-book-see-the-film campaigns.

→
Bantam Book Edition



←
Counter Card



→
Truck Poster

RESISTOL HATS

Here's the Errol Flynn photo (right) which is featured in Resistol Hats' new national ad campaign that includes two different-sized ad mats; a handsome full-color counter card; and insert folders, all starring Flynn and crediting "Cry Wolf."



For display cards, ad mats and folders as described, FREE in limited quantities, write to:

*Mr. Irving Pierce,
Advertising Manager,
Byer-Rolnick
Garland, Texas*

PAIR OF STUNTS

Sunday Feature

Most interesting stories on "The Greatest Danger I Ever Faced" as told by people questioned on the street or via newspaper columns makes good feature. Compare winning stories with the great danger faced by Errol Flynn and Barbara Stanwyck in "Cry Wolf."

Teaser Poster

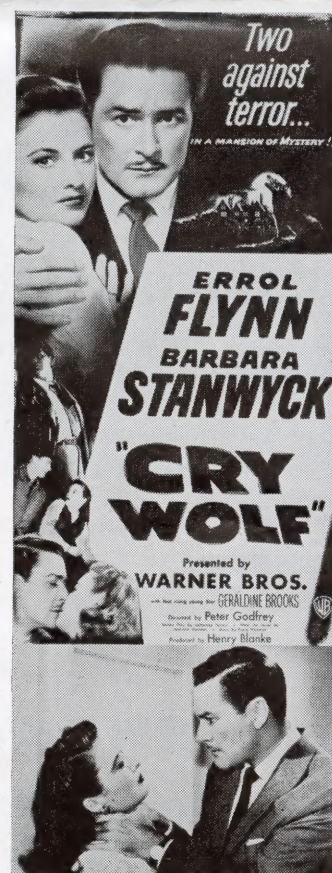
The mystery surrounding Barbara Stanwyck's husband in "Cry Wolf" suggests a teaser "Reward" poster for citywide posting or distribution as package and magazine inserts. Suggested copy:

REWARD
Generous Reward Offered
For Information
Leading To The Discovery Of
The Present Whereabouts Of
My Late Husband, Jim Demarest.
Barbara Stanwyck—Strand Theatre

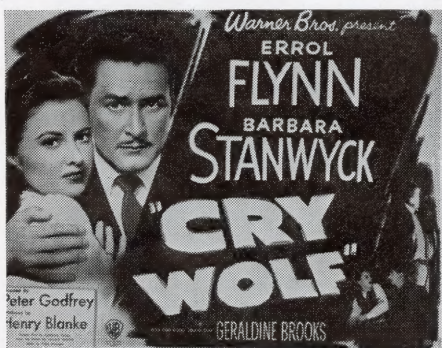
ACCESSORIES

9 x 12 COLORED
HERALD

TWO
40 x 60's



INSERT
CARD



COLORED 22 x 28's



COLORED 11 x 14's
Set of Eight



SLIDE



**Order all Warner Accessories from your
local National Screen Service Exchange**

POSTERS



24-SHEET



6-SHEET



3-SHEET

TWO WINDOW CARDS



REGULAR



MIDGET



ONE-SHEET

**Scanned from the United Artists collection at the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**



Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

**MEDIA
HISTORY**
DIGITAL LIBRARY



www.mediahistoryproject.org